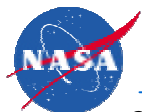


## Section 9

# Education/ Public Outreach



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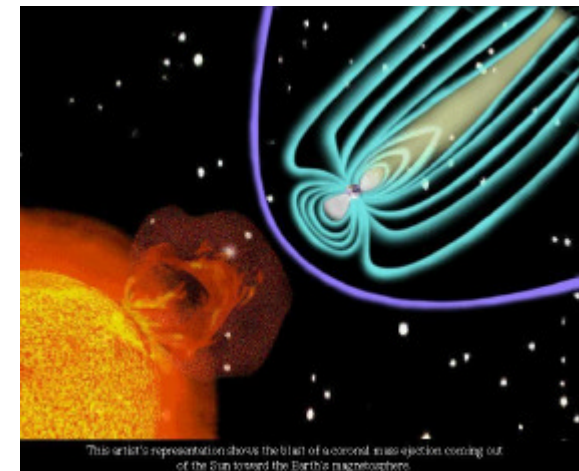
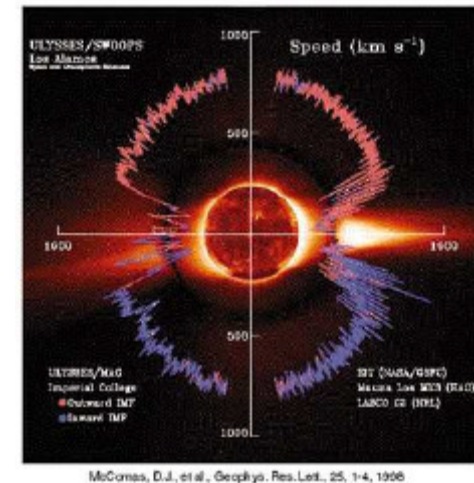
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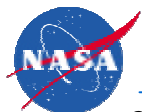
## Education and Public Outreach

The NASA Strategic Plan mandates that we “involve the education community in our endeavors to inspire America’s students, create learning opportunities, enlighten inquisitive minds” and “communicate widely the content, relevancy, and excitement of NASA’s missions and discoveries to inspire and to increase understanding and the broad application of science and technology” in the public sector.

The LWS program is committed to making the results of the research and its implications for human benefit and interest available to the public on an on-going basis.



This artist's representation shows the blast of a coronal mass ejection coming out of the Sun toward the Earth's magnetosphere.



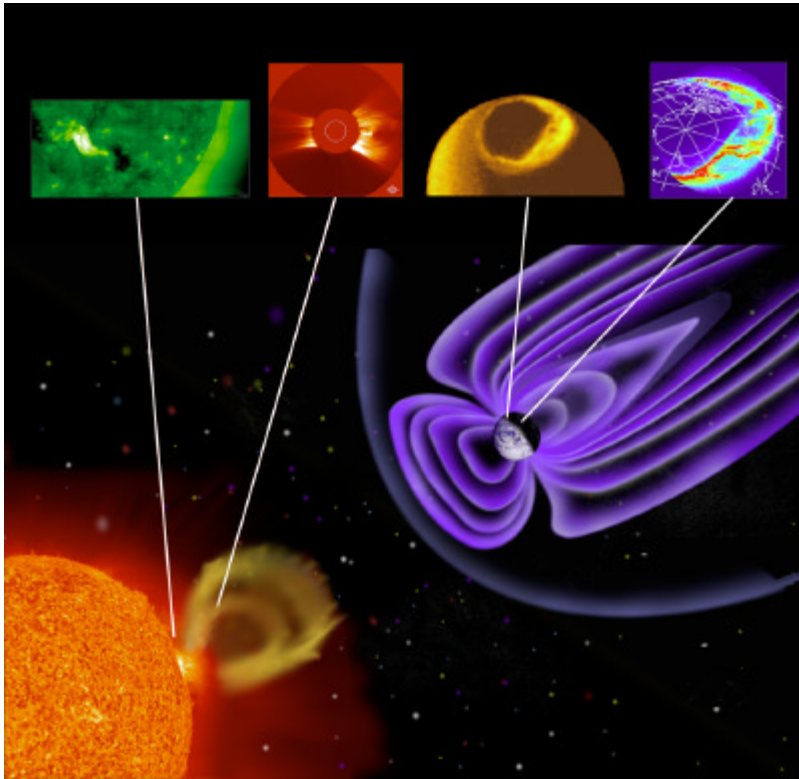
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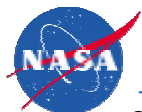


## Public Outreach



The LWS program plans to fulfill its commitment to education and public outreach by implementing the following:

- Emphasis on science and technical content, not programmatic
- Products that fit science education/literacy standards
- Professional educators, under-served communities to be included in product and program development
- Focus on broad SEC themes/questions and everyday relevance rather than isolated investigations



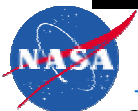


## Public Outreach (cont.)



Specifically, the LWS program will:

- Create a central LWS web site with branches to specific missions. The site will be targeted to the non-scientist, and will allow the public to view live images and data sets (with interpretive guides).
- Host Internet chats and interactive conferences
- Develop and print posters, brochures, lithographs on major LWS science topics and engineering feats in English and Spanish
- Organize exhibits and presentations at major science, civic, and education conferences
- Sponsor contests to name the spacecraft



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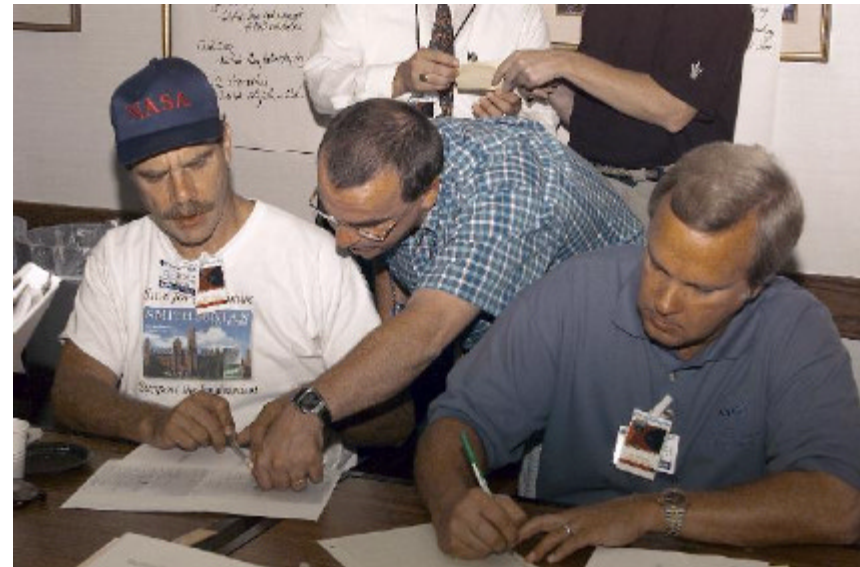
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## Formal Education

- Conduct professional development workshops for educators and provide grants for them to teach colleagues in their home cities, states, and districts
- Work with colleges of education to provide training and grants for pre-service and new teachers
- Work with AAAS/Project 2061/NSTA to connect LWS science to education standards and to formally evaluate and test educational materials
- Sponsor an engineering competition for high schools
- Develop elementary school materials and activities



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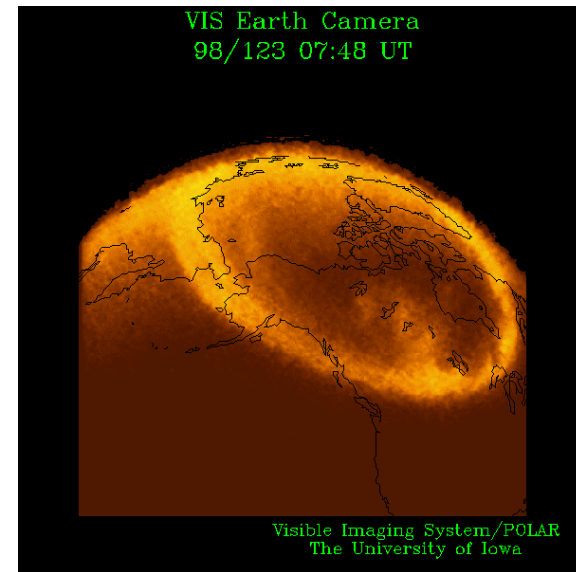
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## Informal Education

- Develop short video montages and image sets for use in science centers, museums, and conference exhibits
- Compile a *speakers bureau* of scientists and engineers with the communications skills to give public lectures and demonstrations and to consult on content of exhibits
- Work with ASTC to disseminate current science info, videos, images to museums and planetariums
- Develop an interactive science exhibit for tours to NASA visitor centers, and to university/industry partner sites
- Sponsor eclipse and launch events at science museums

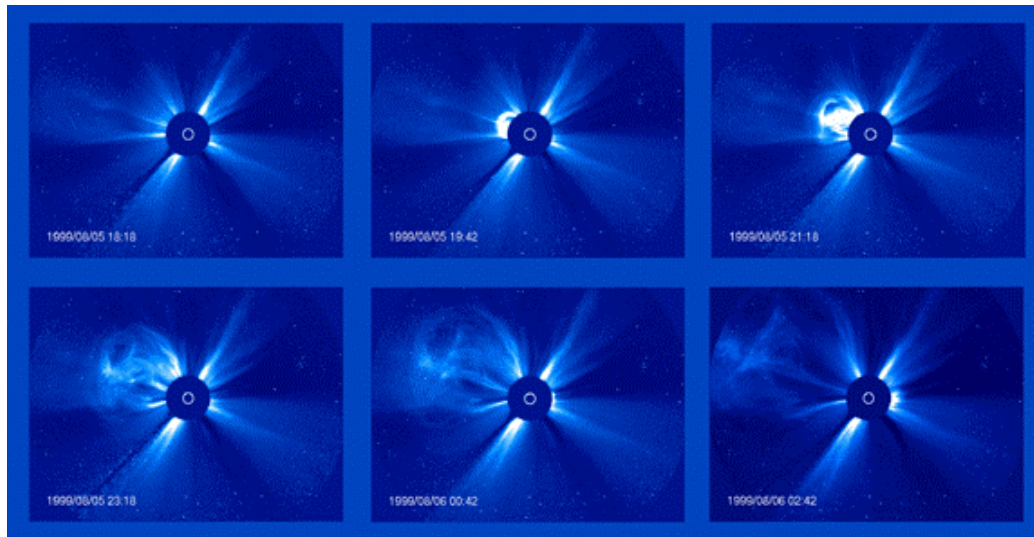


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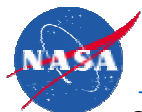
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## Media Outreach



- Produce broadcast-quality visualizations and animations
- Host workshop for journalists on LWS science
- Produce a press kit and journalist-friendly web page
- Write articles directly for popular science publications
- Support space science updates, press conferences, and news/video releases as appropriate



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